## **Social Media Campaign**

Social media refers to websites or apps that people use to share information with others. For example, YouTube and Instagram are examples of social media. YouTube is an example of social media because users can create and post videos for others to watch and comment on. Instagram is an example of social media because users post pictures for others to see and comment on.

A social media campaign is an advertising technique where a company creates many social media posts discussing the same topic, event, or product. For example, Nike may create a social media campaign to convince people to buy new shoes! Nike may post pictures of shoes on Instagram and post a video on YouTube about how many athletes like the new shoes.

Today, you will create a social media campaign that informs others about your new game. You will create 3 social media posts to teach your followers about their probability to win a prize. Follow the steps below to plan your campaign.

## **Step 1: Choose an Audience**

- The audience refers to the people who will be looking at your social media posts. Choose one of the audiences from the list below.
  - Students
  - Friends
  - Family
  - Teachers

## **Step 2: Decide on Purpose**

Decide on the purpose of your campaign. Read about the purposes below. Then, circle which purpose you want to have for your campaign.

- Teach others about a topic
  - A social media campaign can educate people about a topic or event.
  - Posts in this type of campaign can include the following: pictures and facts about a topic, trivia questions, or a link to a web page where people can find more information about the topic.
- Convince people to buy something
  - A social media campaign can encourage people to buy a specific item or service. For example, if Nike is releasing a new shoe they may create social media posts with a picture of the shoe and a caption about what makes the shoe special.
  - Posts in this type of campaign can include the following information: price for a product or service, description of why people should buy a product or service, reviews from past customers.
- Encourage people to take action
  - A social media campaign can be used to convince people to take action. For example, a campaign can encourage people to vote.
  - Posts in this type of campaign can include the following information: facts about why action is needed, pictures of other people taking action, instructions on how to take action.

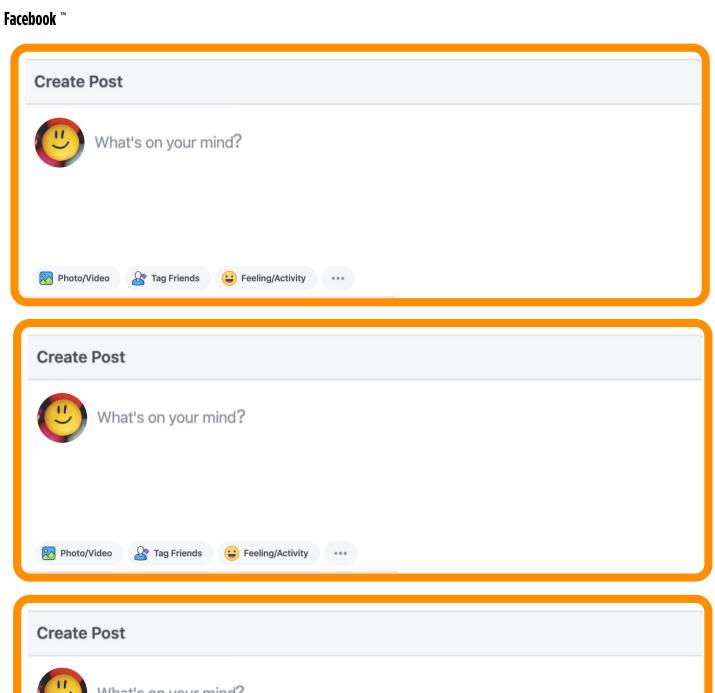


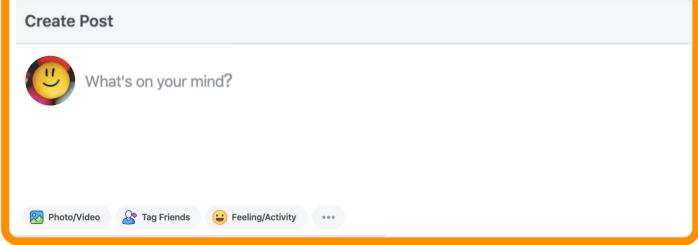
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Step 3: Choose a Social Media Channel  Choose the social media channel you will create posts for. Different social media channels are better for different types of campaigns. For example, if you are sharing a post with a lot of text, Facebook is a great platform. However, if your campaign is mostly pictures, Instagram is a better fit.
Facebook TM Instagram TM
<ul> <li>Step 4: Brainstorm Ideas</li> <li>Your social media posts must meet the following requirements:</li> <li>Must inform others about your new game show</li> <li>Each post must include a caption that is at least 3 sentences long</li> <li>Each post must include a picture</li> <li>Each post must include 2 hashtags to help people find your posts. For example, you might choose to hashtag your post #probability or #mathcareers</li> </ul>
Sten 5' Choose a Template and Create Your Social Media Campaign

Use the social media templates below to create your social media posts.



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